

Appl. No. 09/812,709
Amdt. Dated September 28, 2005
Reply to Office Action of July 1, 2005

Attorney Docket No. 81747.0192
Customer No.: 26021

REMARKS

This application has been carefully reviewed in light of the Office Action dated July 1, 2005. Claims 1-20 remain in this application. Claims 1 and 9 are the independent Claims. Claims 1 and 9 have been amended. It is believed that no new matter is involved in the amendments or arguments presented herein. Reconsideration and entrance of the amendment in the application are respectfully requested.

Art-Based Rejections

Claims 1-20 were rejected under 35 U.S.C. § 102(e) over U.S. Patent No. 6,401,074 (Sleeper). Applicant respectfully traverses the rejections and submits that the claims herein are patentable in light of the clarifying amendments above and the arguments below.

The Sleeper Reference

Sleeper is directed to a method and system for displaying and/or broadcasting promotional and informational messages to a customer during a retail transaction. (*See, Sleeper; Col. 1, lines 5-10*). According to Sleeper, an augmented point-of-sales (POS) system including capabilities for real-time displaying and broadcasting of commercial information is provided. Each front-end POS is augmented with an auxiliary display for presenting promotional information to a customer during the course of a retail transaction. (*See, Sleeper; Col. 1, lines 51-57*).

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The Claims are Patentable Over the Cited References

The present invention is generally directed to a receipt printing and issuing system and method for printing additional information of added value.

As defined by the amended independent Claim 1, a receipt printing and issuing system for a payment transaction includes input devices for an operator, a printing device, a display device for the operator, and a storage device. A memory control device receives and stores one or more advertisements or other additional information to be printed on a receipt paper. The additional information is information other than the required information. A display/input device interacts with a customer. A control device generates a list of items of the additional information to be displayed on the display/input device according to a predetermined condition. A selection control device receives one or more items selected through the display/input device. In the event selection input waiting time elapses, and there is no selection by the customer, the selection control device can function to select the additional information from a list of items of the additional information. A print data generating device generates print data to be printed on the receipt paper by merging original receipt information according to the payment transaction and the additional information designated by the one or more selected items in the list and sends the merged information to the printing device.

The applied reference is not seen to disclose or suggest the above features of the present invention as defined by the amended independent Claim 1. In particular, Sleeper does not disclose or suggest, "a print data generating device for generating print data to be printed on the receipt paper by merging original receipt information according to the payment transaction and the additional information designated by the one or more selected items in the list and sending the merged information to the printing device," as required by amended independent Claim 1.

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Moreover, *Sleeper* does not disclose or suggest, "in the event selection input waiting time elapses, and there is no selection by the customer, the selection control device can function to select the additional information from a list of items of the additional information," as required by amended independent Claim 1.

As discerned above, *Sleeper* discloses adding an additional auxiliary display to a POS system for displaying promotional information. The additional auxiliary display allows a customer to view the promotional information during a retail transaction. (See, *Sleeper*; Col. 1, lines 5-10; Col. 1, lines 51-57; Abstract). *Sleeper* does not teach or suggest merging the additional information with original receipt information and sending the merged information to a printing device as required by amended independent Claim 1.

Moreover, on page 3 of Office Action, portion of *Sleeper* was cited to disclose the above feature of Claim 1. (See, Office Action; Page 4, lines 5-6; *Sleeper*, Col. 3, lines 49-67; Figure 2). Applicant notes the cited portion of *Sleeper* discloses a receipt having sales information, but not the additional information as required by amended independent Claim 1.

Moreover, *Sleeper* is silent as to the selection control device has the function to select the additional information from a list of items of the additional information, as required by amended independent Claim 1. Accordingly, *Sleeper* is not seen to disclose the above features of amended independent Claim 1.

Furthermore, Applicant respectfully submits *Sleeper* cannot be combined with ancillary references to obtain the features of present invention. *Sleepers* specifically discloses adding an additional auxiliary display to a POS system allowing a customer to view the promotional information during a retail transaction. (See, *Sleeper*; Col. 1, lines 5-10; Abstract). Applicant notes a customer

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receives a print receipt as recited by amended independent Claim 1, only after the completion of the retail transaction. Thus Sleeper teaches away from the subject matter of present invention, and cannot be combined with ancillary references.

Accordingly, the applied reference does not teach or suggest the above features of the present invention as recited in the amended independent Claim 1.

Since the cited references fails to disclose, teach or suggest the above features recited in amended independent Claim 1, these references cannot be said to anticipate or render obvious the invention which is the subject matter of the claim.

Accordingly, amended independent Claim 1 is believed to be in condition for allowance and such allowance is respectfully requested.

Applicant respectfully submits that amended independent Claim 9 is allowable for at least the same reasons as those discussed in connection with amended independent Claim 1.

The remaining claims depend either directly or indirectly from amended independent Claims 1 and 9, and recite additional features of the invention which are neither disclosed nor fairly suggested by the applied references and are therefore also believed to be in condition for allowance.

Conclusion

In view of the foregoing, it is respectfully submitted that the application is in condition for allowance. Reexamination and reconsideration of the application, as amended, are requested.

If for any reason the Examiner finds the application other than in condition for allowance, the Examiner is requested to call the undersigned attorney at the Los

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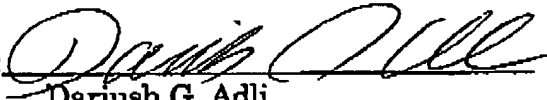
Angeles, California telephone number (213) 337-6809 to discuss the steps necessary for placing the application in condition for allowance.

If there are any fees due in connection with the filing of this response, please charge the fees to our Deposit Account No. 50-1314.

Respectfully submitted,
HOGAN & HARTSON L.L.P.

Date: September 28, 2005

By:



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